

FILE COPY

WEEK OF
Sept. 28, 1959

fashion calendar

january

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february

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january - 1960

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february - 1960

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march - 1960

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december

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19th YEAR • A WEEKLY PUBLICATION

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november

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING FRIDAY, SEPTEMBER 25, 1959

Thursday Sept. 24 9:00 A.M. Breakfast	PRESS PREVIEW: CRUISE, JANTZEN, INC. RESORT, SPRING SPORTSWEAR (261 MADISON AVENUE) Cream of the new Jantzen line of women's swimwear and playclothes will be presented to the press at the first fashion show to be staged in the Pool Room of The Four Seasons, Seagram Building. By invitation only. Publicity: Eloise Walton at Rogers & Cowan, 40 East 49th St., PL. 9-6272. Reservations: Sally Larson, OX. 7-0811.	THE FOUR SEASONS 375 PARK AVENUE
Thursday Sept. 24 10:30 A.M.	RESORT AND HOLIDAY COLLECTION Showing for press and buyers of regular and diminutive fashions. There- after at 10:30 A.M. Contact: Denny McMahon, LO. 4-0616.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Sept. 24 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS Ritter Brothers will present a private showing of furs designed by Leo Ritter. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	HOTEL PLAZA BALIROOM
Thursday Sept. 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Richard Cole will present his collection of Fall dresses. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Cole contact: John Brunelle, OX. 5-4760. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 24 1:15 P.M.	RESORT-HOLIDAY COLLECTION Sylvia Kaplan will present the Resort and Holiday collection of Nat Kaplan daytime and cocktail dresses and ensembles. Opening day by reservation. Daily thereafter, 1:15 P.M. Kaplan Contact: Marguerite Brownell, LO. 5-4115. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 24 5:00 P.M.	PRESS REVIEW OF RESORT COLLECTION Preview for press of Jane Derby's Resort collection. By invitation. (Additional showing, Oct. 1 at 10:30 A.M.) Other showings, by appoint- ment. Contact: Mabel Glemby, LA. 4-9350.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Sept. 25	HOLIDAY AND CRUISE COLLECTION Kidskin and suede fashions by Samuel Robert for Holiday and Cruise at continuous daily showings. Contact: LA. 4-4562.	1407 BROADWAY SUITE 2701
Friday Sept. 25	SHOWING OF HOLIDAY AND RESORT COLLECTION Holiday and Resort collection, designed by Gif Johnston. Continuous daily. Contact: CH. 4-3914.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 28, 1959</u>			
Monday Sept. 28 11:30 A.M.	OPENING OF RESORT AND HOLIDAY COLLECTION Showings: 11:30 A.M., Sept. 28, 30, Oct. 2, 5, 7, 9. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Sept. 28 2:30 P.M.	OPENING: CRUISE AND HOLIDAY COLLECTION Cruise collection of misses dresses; also small Holiday group. Daily at 2:30 P.M. Contact: CH. 4-5706. Publicity: Helen Borger, IE. 5-9574.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Sept. 28 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Showings at 4:00 P.M., Sept. 29, 30, Oct. 6, 7. Contact: CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM
Monday Sept. 28 - Oct. 6 5:00 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Holiday and Resort fashions, designed by Carmona, daily except Friday, through Oct. 6. Contact: EL. 5-3295.	VEOLA DOUGLAS INC.	61 EAST 57TH STREET SALON - 4TH FLOOR
Tuesday Sept. 29 9:30 A.M. Breakfast	FABRIC PREVIEW: SPRING AND SUMMER COTTONS Wamsutta's new fabric collection for Spring and Summer '60. Preview for press only Sept. 29, <u>breakfast at 9:30, show at 10:00</u> . By invitation only. Buying offices and retail stores Sept. 29, <u>show at 4:00 P.M.</u> By invitation only. Open house for trade <u>Sept. 30 and Oct. 1 from 9:30 to 5:00, shows at 10:00 A.M. and 4:00 P.M.</u> Contact: Liz Daly, OX. 5-4330, Ext. 318 or 319.	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Tuesday Sept. 29 10:00 A.M.	RESORT AND SPRING SPORTSWEAR COLLECTION Showings for resident buyers at 10:00 A.M. Sept. 29, 30, Oct. 1, 2. By appointment. Trade, beginning Monday, Oct. 5 at 10:00 A.M. Contact: Mervin Goldstein, LO. 3-2945.	HANNAH TROY SPORTS LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Sept. 29 10:30 A.M.	OPENING OF RESORT COLLECTION Opening of Resort sportswear collection designed by Sylvia de Gay. Continuous showings thereafter. Publicity: Noel Love, PL. 5-7630.	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 29 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1960 Preview for press and buyers of the Rose Marie Reid 1960 swimsuit collection. By invitation. Publicity: Virginia Dickson, HE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	WAIDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 29 12:00 Noon	OPENING OF HOLIDAY AND CRUISE COLLECTION Showing of daytime and evening collection at 12:00 Noon daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 29 1:00 P.M.	OPENING OF FALL COLLECTION Resort dresses and costumes, designed by John Moore, at 1:00 P.M. Sept. 29, 30, Oct. 1. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 29 2:30 P.M.	PREVIEW OF FALL AND WINTER FUR FASHIONS	B. WEINSTEIN	7 EAST 57TH STREET SALON
	Preview for press of B. Weinstein's Fall and Winter fur collection. By invitation. Contact: Evelyn Monness, PL. 3-3535.		
Tuesday Sept. 29 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	By invitation. Thereafter at 10:30. Contact: Helen Wei, BR. 9-6560.		
Tuesday Sept. 29 3:30 P.M.	FASHION PRESENTATION OF MEN'S SPORTSWEAR	CASWELL-MASSEY AWARDS	THE FOUR SEASONS 99 EAST 52ND STREET
	Second annual awards presentation for excellence of design in sportswear and accessories for men, sponsored by Caswell-Massey Co. Ltd., America's oldest perfumer and chemist. By invitation only. Publicity: Minerva Silber or Robert L. Green, 219 East 48th Street, PL. 3-1640.		
Tuesday Sept. 29 3:30 P.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Holiday and Resort line designed by Mario Forte. By invitation. Continuous thereafter. Publicity: Betty Yarmon, LO. 4-9194.		
Beginning Tuesday Sept. 29	PETITE AND MISSES RESORT AND SPRING LINE	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Opening of Resort and Spring collections of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. Contact: Miss Carol, CH. 4-3558.		
Tuesday Sept. 29 6:30 P.M.- 9:00 P.M.	FABRICS DISCUSSION: FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING AUDITORIUM 29 WEST 39TH STREET
	Speakers: Paul Honig, Anglo Fabrics; Jeanne Pierre; Hope Skillman, Skillmill, Inc.; Philip Vogelman, Onondaga Silk Co. Price of course: \$20.00. Each session: \$2.50 (except Nov. 24, \$3.50) Contact: CI. 7-3940.		
Wednesday Sept. 30 10:30 A.M.	RESORT SPORTSWEAR PREVIEW	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Preview showing for press and buying offices. By invitation. Publicity: Maxwell-Grey, PL. 3-5556.		
Wednesday Sept. 30 2:30 P.M.	RESORT AND SPRING SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	By invitation. Continuous thereafter. Contact: Helen Wei, BR. 9-6560.		
Wednesday Sept. 30 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS	ROXANNE SWIMSUITS (1407 BROADWAY)	SHERATON-EAST HOTEL BALIRCOM
	Roxanne will present a preview of their 1960 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th Street, MU. 2-7025.		
Thursday Oct. 1 8:30 A.M. Breakfast	PREVIEW OF RESORT FASHIONS	CRANSTON PRINT WORKS	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Showing of Resort fashions in cottons printed and finished by Cranston, from the collections of Brigance, Sinclair Originals; Melba Hobson, Mr. Gee; Pembroke Squires, Cabana; Sylvia de Gay, Robert Sloan; Nelly de Grab; Polly Hornburg, Calypso-Bermuda. <u>Showing at 9:15 A.M.</u> By invitation. Contact: Dianalee Dye, OX. 7-2920.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 1 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Thursday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. The collection represents the work of 24 jewelers from 7 nations. <u>Cocktails</u> , 12:00 Noon, Empire Room; <u>Luncheon</u> , 12:15 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC. (30 ROCKEFELIER PLAZA)	WAIDORF-ASTORIA EMPIRE & SERT ROOMS
Thursday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Vera Maxwell's Fall fashions, available at Lord & Taylor Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Publicity: Virginia Dickson, LO. 3-4358. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Seventeenth annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. Presentation and fashion show at 9:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Beginning Thursday Oct. 1	OPENING OF RESORT COLLECTION Contact: CH. 4-0823. Publicity: Eleanor Lambert, MU. 8-2130.	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Friday Oct. 2 12:00 Noon Luncheon	SPRING-SUMMER 1960 FABRICS LUNCHEON "Trade Winds of Color"--Spring and Summer fabric luncheon. Speaker: Mrs. Helen D. Taylor, Color Consultant. Co-chmn.: Vee Rafdal and Margaret Ingersoll. Prices: \$8.00, members; \$10.00, guests. Exhibit from 10:00 A.M. to 3:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELIER PLAZA)	HOTEL ASTOR BALIROOM
Oct. 3	ROSH HASHONAH--First Day of Jewish New Year (Saturday).		
Sunday Oct. 4 2:00 P.M.- 5:00 P.M.	"AROUND THE WORLD" FASHION FAIR Negro models will present new American and European fashions, representing over 150 leading designers. Show for benefit of National Urban League, in cooperation with Johnson Publications. Tickets: \$5.00. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUID (14 EAST 48TH)	WAIDORF-ASTORIA GRAND BALIROOM
Monday Oct. 5 12:00 Noon Luncheon	PRESS-TRADE PREVIEW: COUTURIER FOUNDATIONS Triumph International will present a new concept in imported foundations for the American woman, to the press and trade. (<u>Note Change of Dates.</u>) Showings also 12:00 noon, Oct. 6, 9. By invitation. (Out-of-Town showings Oct. 13 - San Francisco; Oct. 16 - Los Angeles; Oct. 19 - 20, Chicago; Oct. 22, Montreal; Oct. 23, Toronto.) Publicity: Lenore Friedman at Roy Bernard Co., TE. 8-2930.	TRIUMPH INTERNATIONAL (635 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 5	PREVIEW OF RESORT- CRUISE COLLECTION	MR. GEE, INC.	1407 BROADWAY SHOWROOM - 25TH FLOOR
12:30 P.M. Box Luncheon	Mr. Gee will present Resort and Cruise collection of sportswear, separates, beachwear and sundresses, designed by Melba Hobson. Continuous thereafter. Contact: WI. 7-8178.		
Monday Oct. 5	LUNCHEON SHOWING OF FALL COLLECTION	LAWRENCE OF LONDON, LTD.	HAMPSHIRE HOUSE FOUNTAIN ROOM
12:30 P.M. Luncheon	First of a regular series of weekly luncheon fashion shows, with Fall collection by Lawrence of London, available at Bonwit Teller. Commentator: Helen Latham. Press by invitation. Public by reservation; contact: CI. 6-7700. Hampshire House Shows Contact: Martha G. Palmer, CI. 6-7700.		
Beginning Monday Oct. 5 2:30 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION Afternoon, cocktail and evening fashions, with showings at 2:30 P.M., Oct. 5, 6, 7, and 8. Contact: FE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday Oct. 5 4:00 P.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Oct. 5 5:00 P.M. Cocktails	PREVIEW: RESORT- CRUISE SWIMWEAR Cole of California will preview their Resort-Cruise collection of swimwear and fun fashions. <u>Showing at 5:30 P.M.</u> By invitation. Continuous daily thereafter at showroom. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA BALLROOM
Beginning Monday Oct. 5	OPENING OF CRUISE COLLECTION Informal showings daily. Contact: BR. 9-7160.	MASKET BROS. SPORTSWEAR INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, OCT. 5

David M. Goodstein, Inc. 10:30 A.M. 498 7th, LA. 4-2577

TUESDAY, OCT. 6

Lloyd Weill Co. 10:30 A.M. 498 7th, LO. 5-3041

WEDNESDAY, OCT. 7

Sport-Craft, Inc. 9:30 A.M. 550 7th, LA. 4-9724

Zoltan Rosenberg Co. 2:30 P.M. 550 7th, LA. 4-6691

(Vera Stewart Originals)

Davidow. By appointment. 550 7th, FE. 6-6909

Tuesday Oct. 6 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Lloyd Weill and Wiley Petites fashions 20, 21, 27 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL CO. (& WILEY PETITES)	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 6 12:00 Noon Luncheon	OPENING: RESORT AND SPRING COLLECTION Misses dress and costume collection, designed by Anny Lucel. Thereafter showings at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 6 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW George Carmel's Fall and Winter coats and suits presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 2241. Fashion Director: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA FERSIAN ROOM
Tuesday Oct. 6 1:00 P.M. Luncheon	ANNUAL FASHION SHOW AND LUNCHEON Showing of Elizabeth Arden's new Fall Collection, wigs and make-up. Tickets: \$8.50. Contact: A.W.V.S., 125 East 65th St., IE. 5-8886.	AMERICAN WOMEN'S VOLUNTARY SERVICES	WALDORF-ASTORIA
Beginning Tuesday Oct. 6 2:30 P.M.	OPENING OF RESORT COLLECTION Resort collection designed by Peggy Thayer daily at 2:30 except Fridays. Contact: Kay Farmer, OX. 5-4812.	JAMISON CLASSICS, INC.; JAMISON SEPARATES	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 6 3:30 P.M.	RESORT AND EARLY SPRING COLLECTION Preview of the Mr. Mort Resort and early Spring sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 6 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Resort and Spring collection, designed by Donald Brooks for Townley. By invitation. Thereafter Tues. and Thurs. at 4:00 P.M. Contact: LO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Oct. 7 10:30 A.M.	PREVIEW: RESORT-SPRING DRESS COLLECTION Collection of dresses and ensembles designed by Mary Jean Smith. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 7 12:30 P.M. Luncheon	FASHIONS FOR MEN & WOMEN DURING LUNCHEON Showing of Fall-Winter fashions for men and women, sponsored by Esquire Magazine; Saks Fifth Ave.; and British Men's Wear Guild. Press by invitation. Public by reservation; contact: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ESQUIRE MAGAZINE; SAKS FIFTH AVENUE	HOTEL PIERRE ROOF GARDEN
Beginning Wednesday Oct. 7 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Daytime fashions designed by Vera Stewart at 2:30 P.M. through Oct. 16. Thereafter Tues. and Thurs. at 2:30. Contact: IA. 4-6691.	ZOLTAN ROSENBERG, INC.- VERA STEWART ORIG.	550 SEVENTH AVENUE SHOWROOM - 22ND FL.
Thursday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will present their gift and antique collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Oct. 8 4:00 P.M.	OPENING: RESORT AND CRUISE SPORTSWEAR Preview for press and trade. By invitation. (Continuous showings, thereafter, in showroom.) Contact: Lou Clarke, OX. 5-4270.	J. R. McMULLEN CO. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 9 8:30 A.M. Breakfast	"LIVING WITH METALS" SURVEY AND DISPLAY A comprehensive survey of the varied uses of metals within the home, with a display designed and executed by Eugene Tarnawa of Tarnawa Design, Inc. Speaker: Mary Davis Gillies, decorating and building editor, McCall's. Price: \$4.50, members; \$5.50, non-members. Contact: TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 Lexington)	THE BRASS RAIL 40TH ST. & PARK AVE.
Friday Oct. 9 11:00 A.M.	RESORT-SPRING COLLECTION First presentation, Friday, Oct. 9. Trade shows at 11:00 A.M., Oct. 13, 14, 15. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 12	YOM KIPPUR - Jewish Day of Atonement (Monday)		
Tuesday Oct. 13 1:00 P.M.	OPENING OF RESORT & SPRING COLLECTION Resort and Spring collection, designed by Anne Klein, at 1:00 P.M. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 13 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Preview of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Wednesday Oct. 14 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING WOMEN'S FASHIONS White Stag will present Resort and Spring '60 women's fashions at a preview for press and buying offices. Showing at 4:30 P.M. (Note Change of Date) By invitation only. Contact: Vera Holton: BR. 9-1972.	WHITE STAG MFG. CO.	PARK LANE HOTEL CRYSTAL BALLROOM
Wednesday Oct. 14- Oct. 25	TENTH ANNUAL HOME FURNISHINGS SHOW Theme: "The Spirited Sixties--A Decorating Forecast," with special rooms created by A.I.D. members: Lloyd Bell, Blaine & Booth, Miss Melanie Kahane, Miss Barbara Baroness MacLean, Mrs. Ellen Lehman McCluskey, Muller-Bachich Ltd., William Pahlmann, Miss Bertha Schaefer, Miss Ruth L. Strauss and John B. Wisner. Also, a complete six-room house; 19 miniature model rooms; and a special decorating-consultant service. Sponsored by N.Y. Chapter of American Institute of Decorators. Director: S. Robert Elton. Price: \$1.50. Contact: Nan Morrison, Harold J. Siegel, 216 E. 49th St., PL. 9-6440.	NAT'L HOMEFURNISHINGS SHOW, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
Thursday Oct. 15 12:00 Noon Luncheon	SECOND RIBBON FASHIONS AWARD LUNCHEON Second annual luncheon presenting special awards to designers in the dress, millinery and lingerie fields for skillful use of ribbon in their designs. By invitation. Publ.: Alfred Davidson Assoc., PL. 5-0868.	RIBBON FASHION ASSOC.	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING OF AUTUMN FASHIONS Presentation of Fall fashions, designed by Belle and Will Saunders. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Schrader Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 15 4:00 P.M. Cocktails	RESORT AND HOLIDAY FASHIONS WITH "KEYBAK" "Keybak", the non-woven interfacing fashion fabric, will be presented in a showing of Fall fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CHICOPEE MILLS, INC.	HOTEL PIERRE ROOF GARDEN
Saturday Oct. 17 - Oct. 24	"KNIT IT YOURSELF WITH WOOL WEEK" -- jointly sponsored by Nat'l Knitting Yarn Association and Wool Bureau. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		
Monday Oct. 19- Oct. 24	NEW YORK ANTIQUES FAIR American, European and Oriental antiques on display and for sale by more than 125 exhibitors. Hours: 1:00 - 11:00 P.M. Saturday, 1:00 - 6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVENUE & 34TH ST.
Tuesday Oct. 20 4:00 P.M. Cocktails	RESORT AND SPRING PLAYCLOTHES FOR GIRLS Press preview of Resort and Spring 1960 girls' playclothes collection. Showing at 4:30. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Wednesday Oct. 21 9:30 A.M. Breakfast	SPRING PREVIEW: HAND-MADE SHOES. "Prima Colazione"--(breakfast) preview of hand-made shoe collection for Spring, designed by Silvia. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	FIORENTINA	789 MADISON AVENUE SALON
Wednesday Oct. 21 12:00 Noon Luncheon	PRESS SHOWING: SPRING AND SUMMER SPORTSWEAR Press preview of separates and coordinates for Spring and Summer 1960. By invitation only. Contact: Mr. W. Karp, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA CRYSTAL & BAROQUE
Wednesday Oct. 21 4:00 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION Preview for press at 4:00 P.M., by invitation. (Resident buyers' pre- view, Tuesday, Oct. 20 at 12:00 Noon). Trade showings thereafter, except Mon. and Fri., at 12:00 Noon, followed by lunch. Contact: Ellie Lyne, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday Oct. 22 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Theme: Holiday Fashions -- North, South, or At Home from Macy's Little Shop at luncheon presentation. Press by invitation. Public by reserva- tion; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Macy Publicity: Nancy Ranck, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALIROOM
Thursday Oct. 22 2:00 P.M.	OPENING OF SPRING COLLECTION Thereafter beginning Oct. 26 at 2:00 P.M. daily.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 22 4:00 P.M.	PREVIEW OF SPRING IMPORT FASHIONS Fontana of Rome will present her Spring import fashions. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA FONTANA SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 23 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of Lee Claire's Spring collection. Daily showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI 7-9470.		
Monday Oct. 26 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTION	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30 Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324.		
Beginning Monday Oct. 26 1:00 P.M.	OPENING OF SPRING DRESS COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings of Spring collection, at 1:00 P.M., Oct. 26, 28, 29, Nov. 2, 4. Contact: Jean Roberts, LA. 4-3520.		
Monday Oct. 26 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Special press preview by invitation. Trade showings at 2:30 P.M., Oct. 27, 28, 29, Nov. 3, 4, 5, 10, 11. By appointment. Contact: Eleanor Stoner, LA. 4-6968.		
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Spring showings at 10:30 A.M., Oct. 27, 28, 29, Nov. 4. For reserva- tions, contact: Mabel Glemby, LA. 4-3950.		
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION	HANNAN TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings Tues., Wed., Thurs. at 1:00 P.M. Cont.: Marie Shapiro, LO.3-0988.		
Wednesday Oct. 28 2:30 P.M.	PREVIEW OF RESORT AND SPRING COLLECTION	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Preview of Christian Dior-N.Y., Spring collection. By invitation. Trade showings at 2:30 P.M., Oct. 29, Nov. 3, 4 and 10. Contact: Muriel Morris, LO. 4-9220.		
Thursday Oct. 29 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Preview for press of Spring coats and suits. By invitation: There- after, Nov. 3, 5, 9, 11, 18 at 11:30 A.M. By appointment. Contact: Estelle Schwarz, LA. 4-3310.		
Monday Nov. 2 11:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow presents his Spring collection of coats, suits and ensembles designed by David Kidd. Opening by invitation only. There- after by reservation Nov. 4, 6, 10, 12, 17 at 11:30 A.M. Jablow Contact: Virginia Yoost, LA. 4-3404. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		

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Monday
Sept. 28
6:00 P.M.-
8:00 P.M.
Cocktails

INFORMAL FASHION SHOW
TO CELEBRATE ANNIVERSARY

The Tailored Woman and Eugene K. Denton, president, will celebrate forty
years on Fifth Avenue with an informal fashion show. By invitation.
Publicity: Belle Irene Gillis, MU. 8-6800.

4TH FLOOR